Free SEO Checklist for 2025

Keyword Research

- [ ] Use tools like Ubersuggest, Google Keyword Planner, or AnswerThePublic
- [ ] Target long-tail keywords (low competition, high intent)
- [ ] Analyze top-ranking competitors
- [ ] Check keyword search volume and difficulty

On-Page SEO

- [ ] Use the target keyword in the title (H1)
- [ ] Include keyword in the first 100 words
- [ ] Optimize headings (H1-H3 hierarchy)
- [ ] Add internal links to other blog posts
- [ ] Add external links to high-authority sites
- [ ] Use short, clean URLs (e.g. /seo-checklist-2025)
- [ ] Add meta title and meta description (with keywords)

Technical SEO

- [ ] Ensure mobile responsiveness
- [ ] Use HTTPS (SSL certificate installed)
- [ ] Submit sitemap to Google Search Console
- [ ] Fix crawl errors and broken links
- [ ] Use a fast-loading theme and compress images
- [ ] Add structured data (schema markup)
- [ ] Enable lazy loading for images

Content Optimization

- [ ] Write engaging, original, value-rich content
- [ ] Optimize images with ALT text
- [ ] Use bullet points, short paragraphs, and media
- [ ] Update old content regularly
- [ ] Include a clear CTA (Call-to-Action)

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Off-Page SEO

- [ ] Get backlinks from related blogs/websites
- [ ] Submit posts to Medium, Quora, Reddit, Pinterest
- [ ] Share on social media platforms regularly
- [ ] Engage in relevant niche communities/forums

Performance Monitoring

- [ ] Connect Google Analytics
- [ ] Use Google Search Console for keyword tracking
- [ ] Monitor bounce rate, time on page, CTR
- [ ] Track top-performing posts and update accordingly

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